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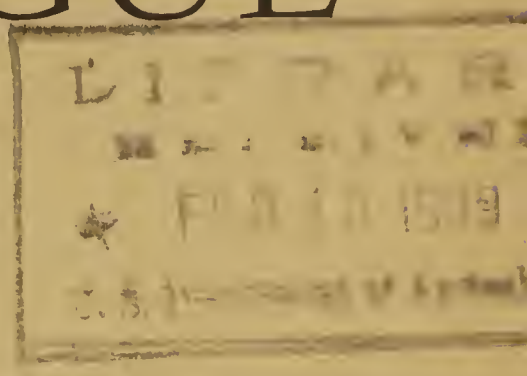
HOLDRIDGE'S CATALOGUE 1939



A Guide to Better Berries

S. E. HOLDRIDGE & SONS

LEDYARD, CONNECTICUT

Telephones—Norwich Division: 3655-4 and 3655-13

Post Office Address—R. F. D. 6, Norwich, Connecticut

THE LATE S. E. HOLDRIDGE
Founder

PAUL HOLDRIDGE
Manager

HOME USE

This last year we picked berries from our Howard No. 17 on Memorial Day and we had berries from that time through June. We even picked enough for our Fourth of July dinner from the same rows which we had picked on Memorial Day. What better dessert can you provide for your family than ripe red strawberries from your own vines? What garden is complete without strawberries and raspberries?

PLANTING DISTANCE

For your convenience we have worked out a table showing the number of strawberry plants required when planted at different distances.

Planting Distance	No. of Plants Per Acre	No. of Plants ½ Acre	No. of Plants ¼ Acre	No. of Plants ⅛ Acre
18″ x 48″.....	7260	3630	1815	907
15″ x 48″.....	8712	4356	2178	1089
18″ x 42″.....	8297	4148	2074	1037
15″ x 42″.....	9956	4978	2489	1244
18″ x 36″.....	9680	4840	2420	1210
15″ x 36″.....	11616	5808	2904	1452
36″ x 36″.....	4840	2420	1210	605

1939 GREETING

Holdridge's Catalogue of Strawberry and Raspberry Plants

To Our Customers and Friends:

We wish to take this opportunity to thank you for the business which you gave to us this last year. At the end of the shipping season we had only a few short rows of strawberries from which to fruit. Our raspberry plant sales greatly increased over any previous year. More than twice the number of asparagus plants were sold than ever before.

We hope that we can continue to deserve the confidence which you have placed in us.

If you order your plants from us, we promise you plants freshly dug for your order, carefully trimmed and bunched, packed in live moss and shipped to you as quickly as possible.

As we are a small concern, we can promise you that every step in the digging, trimming, bunching and packing will be done by or under the supervision of one of the members of the Holdridge family.

We have large beds of strawberry plants and new beds of raspberry and asparagus plants from which to sell plants this year.

Only plants like these, with generations of breeding here in Connecticut, can have the vigor to produce tremendous crops of berries in this locality.

We hope we may have the pleasure of doing business with you and that you will have the pleasure of fine crops.

With best wishes for a prosperous year, we are,

S. E. HOLDRIDGE & SONS,
By PAUL HOLDRIDGE.

Post Office Address: Norwich, Conn., R. F. D. No. 6.

Telephones: Norwich Division 3655-4 and 3655-13.

(Copy)
STATE OF CONNECTICUT
(Seal of Conn.)

No. 4115 August 27, 1938.

Office of State Entomologist
CONNECTICUT AGRICULTURAL EXPERIMENT STATION
New Haven, Conn.

NURSERY INSPECTION AND REGISTRATION CERTIFICATE

This is to Certify that S. E. Holdridge & Sons of Norwich, Conn., has registered as a Nurseryman, that the nursery stock has been duly examined in compliance with the provisions of Chapter 265, of the Public Acts of 1925 (Sections 2135-2140, General Statutes, revision of 1930), and that it is apparently free from dangerously injurious insects and plant diseases.

This certificate expires August 1, 1939.

W. E. BRITTON, State Entomologist.

OUR CATALOGUE

This is not a large pretentious catalogue, yet it brings you an honest message about the different varieties of plants which we grow. The statements we make and the advice we give in this catalogue are no different than that which we would give to you if we should meet you personally.

VARIETIES

We grow and sell only a few varieties of strawberry and raspberry plants. However, those that we do grow are the varieties which we believe will grow the best and bear the best crops here in Connecticut. There are many other varieties that are good but we have discarded them because the varieties we now carry have proved themselves better.

Any variety which you buy from us will give satisfaction and good yields under all ordinary conditions. This is as true with our raspberry plants as it is with the strawberries.

OUR PLANTS

Strawberry plants, like seeds and poultry and dairy animals, have productive qualities bred into them. Of course, some strains are much more productive than other strains. For more than twenty years we have grown our own strain of plants. Each year we pick out the sections of our beds where the plants have made exceptional growth. Then the biggest and best plants are taken out for our own plantings. Thus our strain of plants has constantly improved until at present we believe there are no better strains of plants than those we raise. This is especially true of our strain of Howard No. 17.

The biggest proportion of our business is from growers who have bought plants from us for more than one year. We would not get these repeat orders if our plants were not entirely satisfactory.

OUR GUARANTEE

Plants sent out from this farm will be true-to-name, free from any disease, properly trimmed, bunched, packed and labeled, and will reach their destination nearly as fresh as when dug.

Any plants which arrive in poor condition will be replaced if we are notified immediately. What honest grower could do more?

PRICES

Our prices are as low as it is possible for us to quote, for good plants, and yet no higher than at any time during the depression. Costs are higher, but we can still keep our same prices. You will note that our prices are quoted delivered to your post office or express office (except as noted) anywhere in New England. We will be glad to quote special prices on orders of five thousand or more, taken at our farm.

C. O. D. SHIPMENTS

We are glad to ship your order C. O. D. However, on these shipments the C. O. D. charge will be added to the price of the plants.

TERMS

Orders may be booked at any time. If not ready to send full remittance now, send part payment and the balance before shipping. Remit in any way most convenient to you.

We all know the depression that has been over our Union, and the difficulties in collecting bills. We are always willing to accommodate, but we are not in the banking business. We have to pay our help cash and therefore we must exact the same for our plants. We sell at a small margin of profit and we trust that you will observe this when ordering plants.

ORDER NOW

After reading this book on berries and thinking the thing over carefully, won't you take the order sheet inclosed, find the prices of the different varieties and make out your order? We promise you healthy, well-rooted, true-to-name plants safely delivered to your door or express office. You will not be disappointed in the spring.

GRADING AND PACKING

We do not carry plants in stock. Our plants are freshly dug each day. Dug with a fork, carried to the packing shed—trimmed under cover with no exposure from sun or wind, tied into bunches of 25 with good count. Counters are advised to throw out small and inferior plants. They are then packed in live moss which we are fortunate to have growing on our farm. They are usually shipped within 24 hours after they are dug.

FREE DELIVERY

This means a good deal to the purchaser. The prices in this catalogue include free delivery to your door or express office anywhere, unless otherwise noted. The option will be ours how we shall ship.

When comparing our prices with those of other concerns, please consider that our plants are quoted postpaid, while most concerns quote prices F. O. B.

Wethersfield, Conn.

I may say I have traded with you a good many years and it has always been satisfactory and hope it will be so now.

Very truly yours,
CHAS. J. ANDERSON.
Shelton, Conn.

I have bought several times from you, and have always been satisfied.

Yours very truly,
HENRY S. WELLS.

EARLY VARIETIES

HOWARD NO. 17 (Special Strain) (Perfect)—We consider that the Howard No. 17 is by far the best all-purpose berry at the present time. We recommend that you plant the largest part of your bed to this variety. It is the earliest berry grown and will produce an enormous crop of berries under most all conditions. It is practically frostproof, which is a distinct advantage here in New England.

The Howard No. 17 is a fine plantmaker. The foliage is large and green and very resistant to leaf spot. This variety produces a large, bright red berry over a long season, the berries growing smaller at the end of the season.

Our special strain of Howard No. 17 is immensely productive. We have never found any other variety which will yield the immense crop of fine berries which the Howard No. 17 will yield.

The Howard No. 17 will start bearing the earliest of any variety, producing large luscious berries, many of which are double. If you like plenty of berries and want them over a long season, you will find nothing better than Howard No. 17. At the end of the season the berries may be somewhat smaller but there will be plenty of them.

We have two fields of Howard No. 17 to sell plants from this year. They were planted very early last spring and made wide rows of strong, healthy plants. There are practically no skips or narrow spots in either of these beds. If you could see these fields, I am sure you would be convinced of the sturdiness and vigor of the Howard No. 17 variety.

If you have never grown strawberries before, we recommend Howard No. 17 to you. For commercial growers, we recommend that the largest portion of your plants be of this variety.

If you wish to play safe and want a sure cropper and a heavy yielder, plant Howard. You will receive large berries and plenty of them when the prices are high.

Prices: 50 for 65c; 100 for $1.00; 250 for $2.25; 300 for $2.75; 500 for $3.50; 1,000 for $6.00. Postpaid. Free delivery. 3,000 to 5,000 at $5.00 per thousand. Not postpaid.

PREMIER (Perfect)—Officially this is the same berry as the Howard No. 17. Until two years ago we kept it and sold it as a different variety. However, we feel that it was a different strain of the same berry and that our Howard No. 17 strain was an improvement over the strain we were selling as Premier. If you have liked Premier in the past, we know that you will like Howard No. 17 still better.

Argyl, N. Y., May 9, 1938.

The 1,000 Howard plants received from you recently were certainly fine.

Yours very truly,
ALFRED C. HALL.

South Coventry, Conn.

The 3,000 strawberry plants I got from you last year are doing wonderful.

BURTON E. FLINT.

DORSETT (Perfect)—The Dorsett berry is the finest quality strawberry that we grow, with the exception of Fairfax. The berries are large and bright red and make a finer appearance in the box, than any other berry. The hulls are a bright green which add to its attractiveness.

With us it ripens nearly as early as the Howard No. 17 and will produce almost as many berries. It will produce a great many plants which stand up well above the ground.

For the home garden, there is no variety that will beat it for quality and yield. For commercial growers who demand a quality berry, it will pay well.

We have a field of very healthy plants for sale this spring. They are as good as any I ever saw. Don't fail to order some of these for this spring.

Prices: 50 for 65c; 100 for $1.00; 250 for $2.25; 300 for $2.75; 500 for $3.50; 1,000 for $6.00. Postpaid. Free delivery. 3,000 to 5,000 at $5.00 per thousand. Not postpaid.

MID-SEASON VARIETIES

FAIRFAX (Perfect)—We believe that this is the sweetest berry grown at the present time. The berries are very large and dark red in color with a delicious flavor.

It is about a week later than the Howard No. 17 in season and has a somewhat shorter fruiting season than the Howard No. 17 or Dorsett. However, this is the variety for those who want a large sweet berry, above everything else.

It makes fine rows of plants which yield a good crop of berries. With us, it has not yielded equal to Howard No. 17 or Dorsett, but we have reports of fields with plenty of water where the Fairfax has made outstanding yields. A row of these in your garden will be the best way for you to judge how they will do for you. You will have a treat when you eat one of these berries.

Prices: 50 for 65c; 100 for $1.00; 250 for $2.25; 300 for $2.75; 500 for $3.50; 1,000 for $6.00. Postpaid. Free delivery. 3,000 to 5,000 at $5.00 per thousand. Not postpaid.

CATSKILL (Perfect)—This is a mid-season berry which is growing in popularity every year. It produces some of the largest and fanciest berries which we have ever seen. It commences to fruit about a week and a half after Howard No. 17 and will bear tremendous crops. The berry has a bright green cap and with its large size easily tops the market price. It is a vigorous plant maker and you will have well filled rows to pick from. Each year more growers are turning to Catskill and we feel their confidence is well placed. It is a good shipping berry.

We have some very nice plants of this variety for this year's sale.

Prices: 50 for 65c; 100 for $1.00; 250 for $2.25; 300 for $2.75; 500 for $3.50; 1,000 for $6.00. Postpaid. Free delivery. 3,000 to 5,000 at $5.00 per thousand. Not postpaid.

Carver, Mass.

Have a fine bed from plants bought from you in 1937. Expect a fine crop if weather conditions are favorable.

A. W. PETERSON.

MID-SEASON VARIETIES

ABERDEEN (Perfect)—This variety seems to be a fine running mate for Howard No. 17. It is somewhat later than the early berries and produces a large very bright berry until late in the season. It is a prolific plant maker with clean healthy foliage standing well off the ground. We have tried it on different soils and wherever planted seems to be at home.

I saw a bed of this variety last year planted on fairly heavy soil. It was bearing very large, bright berries well after most berries were gone. It seems to give quality berries after Howard No. 17 and Dorsett have gone by.

Prices: 50 for 65c; 100 for $1.00; 250 for $2.25; 300 for $2.75; 500 for $3.50; 1,000 for $6.00. Postpaid. Free delivery. 3,000 to 5,000 at $5.00 per thousand. Not postpaid.

LATE VARIETIES

IMPROVED PEARL (Perfect)—We have experimented for years to find a late berry which will stand up to our requirements. Our Improved Pearl is the nearest to that which we require of our Standard late berry. In the first place, it is real late, not producing any berries until two weeks after the Howard starts. It produces a very large berry and produces them in quantity. It generally has a green tip when picked which usually ripens overnight, so when the berries are marketed, the appearance is that of a large firm berry when buyers are wary of soft berries. We feel that commercial growers should plant a portion to this variety as we feel certain they will add at least one week to their picking season.

Prices of Pearl (Perfect): 25 for 50c; 50 for 75c; 100 for $1.25; 250 for $3.00; 500 for $4.00; 1,000 for $7.00.

EVERBEARING STRAWBERRY

MASTODEN (Perfect)—We consider this variety the best of the Everbearers. Is one of the largest Fall bearing strawberries. Very attractive in size and color. Excellent for the home garden and the only Everbearer worthy of planting for profit. The berries are firm and good in quality.

Every strawberry garden should contain a few Everbearers. You can set plants in April and enjoy strawberries fresh from the vines all summer and the Fall. A good plan is to keep blossoms picked off to July 1st or 15th. You will then have nice berries until snow flies. We have only a limited supply. First come, first served.

Prices: 25 for 60c; 50 for $1.00; 100 for $1.50; 500 for $6.50; 1,000 for $12.00.

Colchester, Conn.

The plants are doing fine and the five hundred I put in a year ago bore crates and crates more than I expected.

Respectfully,

STEDMAN STORRS.

ASPARAGUS PLANTS

MARY WASHINGTON VARIETY—We have some very fine asparagus plants for sale this year. We bought the very best seed available to start with. They were grown on well fertilized land. These plants are as good as any we have ever had for sale. We sold more asparagus plants this last year than ever before and we have a great many more for this spring's planting.

Home grown asparagus is one of the real treats available to the gardener. Cut fresh in your garden, it is very sweet and tender. Start now to have your own bed from which to cut.

The Washington variety of asparagus is recognized as the outstanding yielder of all varieties of asparagus and more resistant to rust than any other variety.

1 year plants, 25 plants for 50c; 50 plants for 75c; 100 for $1.00; 500 for $4.00; 1,000 for $7.00.

2 year plants, 25 plants for 75c; 50 plants for $1.00; 100 plants for $1.50; 500 for $6.00; 1,000 for $10.00.

CULTURE

The roots should be planted in early spring, just as early as you can work the land. They should be set in furrows 5 to 7 inches deep with the roots spread out somewhat in the furrow. A good practice is to open the furrow 8 to 12 inches, apply a liberal amount of well rotted stable manure, well mixed with the soil filling the furrow to 5 or 7 inches deep before the roots are set. They should be covered with about 3 inches of soil until the young shoots start to come through. Then the furrows should be gradually filled in as the young plants grow, until the ground is level. In the garden, set in rows 3½ feet apart, with roots 12 to 15 inches apart in the row; in large commercial plantings rows 4 to 5 feet apart are generally used. Asparagus needs good cultivation, with plenty of manure and fertilizer.

Tolland, Conn.

Our asparagus bed is doing fine.

JOSEPH DuFOUR.

POTTED PLANTS

We are able to furnish potted strawberry plants of any of our varieties after September 1st. These are the new runner plants, well rooted in strawberry baskets. If you are unable to plant strawberries in your garden before June 1st, order some of these for delivery after September 1st. When you get your plants, break off the basket and set in the ground. These plants will bear well next spring. To be sure of your potted plants, order before August 1st, or still better, order now.

Prices: 5c each at the farm in any quantity.

RED RASPBERRIES

LATHAM (The Best Producing Raspberry)—This is probably the best variety of red raspberries at the present time. It produces a large berry of very fine flavor. Our plants are free from any mosaic disease. When you buy our plants you will not have to worry about this troublesome raspberry disease. With us it does not start to yield quite as early as the Cuthbert or Chief varieties, but will probably bear more berries and show more profit to you than any other variety. The quality is fine.

Prices: 6 for 50c; 12 for $1.00; 25 for $1.50; 50 for $2.50; 100 for $4.00. Postpaid.

CHIEF (The Earliest Raspberry)—This variety is earlier than other varieties of red raspberries. It is not quite as large as Latham or Cuthbert but produces a firm bright red berry. Every grower should plant a few of this variety in his garden so that he will have berries as early as any. For commercial growers this berry will come early and bring the best prices.

Prices: 6 for 50c; 12 for $1.00; 25 for $1.50; 50 for $2.50 100 for $4.00. Postpaid.

CUTHBERT (The Old Standard Red Raspberry)—This variety has been raised longer than any of the other varieties. Perhaps it has not produced the tremendous crops of the Lathams but it is a sure cropper and gives a good crop on almost any type of soil. The plants make a vigorous growth and produce bright red berries of a good size. We have raised Cuthbert raspberries for a great many years and they have never missed a crop. You will not be disappointed with Cuthbert Raspberries.

Prices: 6 for 50c; 12 for $1.00; 25 for $1.50; 50 for $2.50; 100 for $4.00. Postpaid.

Norwich Town, Conn.

Received the raspberry plants O. K.

MRS. CHARLES SHUTT.

RASPBERRY COLLECTION

6 Chief
6 Cuthbert
6 Latham
6 Winfield (Black)

All for $1.50

New Gloucester, Maine.

The plants I had from you last year did very well. It may interest you to know that we are still picking a few of the Pearl. I will be able to figure the yield on the 450 plants in a few days now. They do not yield with Howard 17, Catskill, or Aberdeen, but they do come late and bring a higher price.

Yours very truly,

DONALD C. CHANDLER.

BLACK RASPBERRIES

WINFIELD—This is the largest and sweetest Black Cap raspberry grown. It is perfectly hardy and early, ripening soon after our late strawberries have gone. It is very productive and will out-yield any other variety. The berries are very large and firm. They will last much longer than the red raspberries, both before and after they are picked. The plants form a great many roots. It is free from mosaic and will withstand the New England winters, coming out in the spring without a plant killed.

It is the most wonderful black raspberry we have ever seen. We have a strain of Winfield which we have kept and improved for a number of years. Our plants for this year made a fine growth and we have lowered our prices so that more of our customers may try them.

Prices: 6 for 50c; 12 for $1.00; 25 for $1.50; 50 for $2.50; 100 for $4.00. Postpaid.

East Hampton, Conn., May 3, 1938.

The raspberry plants I received from you last week were very nice.

Yours truly,
C. S. BOLLES.

GRAPE VINES

Every home and farm should have some grape vines planted nearby. Big crops of this fine fruit will be your reward for very little care.

CONCORD—This is the grape which is grown more than any other. It is a black grape with very compact bunches. It is very hardy. This season is medium to late. We have for this year's sale some nice two-year old vines. Why not start a few grape vines this spring?

Prices: 1-9 vines, 20c each; 10 or more, 15c each. Postpaid.

RHUBARB OR PIE PLANT

MYATTS LINNEAUS—This is one of the easiest crops to grow. It is the first thing in the spring to furnish material for pies and sauce. It is large, tender, very early and yields abundantly. It is very pink. Just plant a few roots near your home and you will have rhubarb for many years. This is the best variety and the prices are reasonable.

Prices: 3 for 25c; 8 for 50c; 20 for $1.00; 50 for $2.25; 100 for $4.00. Postpaid.

PEACH TREES

We are offering for sale this year, for the first time, three kinds of peach trees. These are all Northern grown trees and will do well for you in your own garden or on your farm.

Now is the time to plant trees to replace those which were blown down in the hurricane. Those who plant trees this year will have fruit three years from now when there may be a scarcity of fine peaches.

We have three varieties this spring which will fill the needs of most gardens and farms.

CHAMPION—This is a large white peach. There is nothing that will beat in flavor this very fine peach. It is freestone and ripens a short time before Elberta.

GOLDEN JUBLIEE—This is one of the outstanding newer varieties of peaches. It is a yellow freestone peach and bears almost four weeks before Elberta. With us it is one of the first peaches to bear and we have had fine yellow peaches to eat and sell, while most peach growers have only white peaches to sell. Don't fail to include a few of this variety in your order.

ELBERTA—This is the old standard variety of peaches. It is the best canning peach and the best for your main crops. It will bear tremendous crops of fine yellow freestone peaches year after year. We have some fine trees of this variety to sell.

PEACH TREE PRICES

All Varieties the Same Price

Large Trees (9/16″ caliper): 1-4 trees at 40c; 5-19 trees at 35c; 20 or more trees at 30c.

Small trees (5/16″ caliper): 1-4 trees at 30c; 5-19 trees at 25c; 20 or more trees at 20c.

These prices are prepaid by mail or express at our discretion.

PEACH TREE COLLECTION

2 Elberta
2 Golden Jubilee
1 Champion

Large Size **All for $1.65** Postpaid

Small Size **All for $1.25** Postpaid

PLEASE USE THIS ORDER SHEET

S. E. HOLDRIDGE & SONS

Strawberry Specialists **Norwich, Conn.**

Please forward to: Date of Order.....

Name .....

Post Office..... R. D. No. .....

Express Office..... P. O. Box.....

County..... Street.....

State..... Ship by.....
(Mail or Express)

Ship plants on or about.....193

Please write name and address plainly, and fill all blanks perfectly. Always state how goods shall be sent, attach price to each article and add up correctly.

Quantity	Variety of Stock Ordered	PRICE	
		Dollars	Cents

CUT HERE

REMARKS

Please write below the names and addresses of anyone you know who might be interested in, or buyers of, strawberry plants. We will mail them a copy of this catalogue.

STRAWBERRY CULTURE

Choosing the Land

Almost any fertile land which is well drained will raise good strawberries. We advise against setting on greensward because of the presence of white grubs who relish the tender roots of strawberries. If possible, plant on land on which no lime has been spread for at least one year.

Fertilizing

We recommend spreading your fertilizer broadcast on the ground after the land has been plowed and harrowed. Then harrow the fertilizer in. This places your fertilizer where it will be available to the new plants as they commence to run. Additional fertilizer may be added any time during the first year if needed. Do not fertilize your bed the spring that it is going to bear for the extra fertilizer will go into the leaves. Do not put lime on your strawberry bed at any time.

When To Plant

Order your plants early and set them out early. If you order your plants early you will be sure of getting the varieties you want and you will get the plants when you want them. When your plants arrive, if you are not ready for setting out, take from box or package and put in cellar in a cool, dark place. If left in package they might heat. Wet roots before setting.

Setting Out Plants

Strawberries may be spaced 15-18 inches apart in the rows, and rows 3 to 4 feet apart. Later in the season the plants should be set closer. In setting the plants, dig a hole large enough to enable you to spread the roots well. The plants should be set deep enough so that the roots are well covered, yet care should be taken that the tender heart is uncovered. Press the plant firmly into the ground.

Care of Bed

The blossoms should be picked off the first year so that all the strength of the plant will go into the new runners. Of course, the strawberry bed must be hoed often enough during the summer to keep it free from weeds.

Mulching

The bed should be covered during the early winter with a thin covering of straw, hay or meadow grass. Use whichever of these that is easier or cheaper for you to obtain. In the spring, the hay may be raked between the rows, making a cushion for the pickers during the season. This also prevents dirty berries.

SPECIALS

Here are three collections which are fine for home gardens. You can do no better than to order one of these. Prices are postpaid.

COLLECTION No. 1

100 Howard
100 Dorsett
100 Aberdeen

All for $2.00

COLLECTION No. 2

200 Howard
200 Fairfax
100 Aberdeen

All for $3.00

COLLECTION No. 3

400 Howard
200 Dorsett
100 Aberdeen

All for $4.00